

APRIL/MAY 2024

**BEIM54C/CEIM54C — MARKETING
MANAGEMENT**

Time : Three hours

Maximum : 75 marks



SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Define Marketing.
2. What is Product Mix?
3. Define Market Segmentation.
4. Define New Product.
5. What is Marketing Strategy?
6. What is Sales?
7. Define Sales Forecasting.
8. What is Product Line?
9. What is Promotion?
10. Define publicity.

SECTION B — (5 × 5 = 25 marks)

Answer ALL the questions.

11. (a) What are the Fundamentals of Marketing Management?

Or

- (b) Discuss the different role of Marketing Manager.

12. (a) Discuss the Market Segmentation.

Or

- (b) Differentiate between Targeting and Positioning.

13. (a) What are the New Product Development Process?

Or

- (b) Explain the Product Life Cycle.

14. (a) What are the factors Influencing Pricing Decisions?

Or

- (b) Briefly explain the Pricing Policies.

15. (a) State the Distribution Problems.

Or

- (b) What are the Functions of Promotion?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the relationship of Marketing with other Functional Areas.

17. Differentiate between Consumer Goods and Industrial Goods?

18. What are the benefits of Sales Forecasting?

19. What are the importance of various kinds of Marketing Channels?

20. What are the functions of Promotional Activity?

